



Community and Education Trust

Registered Charity No: 1130773

IMPACT REPORT 2020

COVID-19 EDITION





229
YOUNG PEOPLE
ENGAGED IN
OUR NCS
PROGRAMME

3,000
FOOD
PARCELS
DELIVERED

58
YOUNG PEOPLE
TOOK PART
IN OUR
HAPPY HOLIDAY
CLUB

585
FREE SCHOOL
MEALS PROVIDED
DURING
HALF TERMS

56
INDIVIDUALS
PARTICIPATED
IN OUR DISABILITY
SPORTS
SESSIONS

UPSKILLED
77
TEACHERS'
PE DELIVERY
THROUGH OUR
PREMIER LEAGUE
PRIMARY STARS
PROGRAMME

PROVIDED
£1,600 WORTH
OF PE EQUIPMENT
TO
16
PRIMARY
SCHOOLS

OVER
7,000
HOURS OF
VOLUNTEERING
WITHIN THE
COMMUNITY

667
PHONE CALLS
MADE THROUGH
TACKLING
LONELINESS
TOGETHER

175
PARTICIPANTS
RECEIVED
GARDEN GATE
WELFARE VISITS
FROM
PNECET STAFF

AVERAGE
5.1KG
LOST
PER PARTICIPANT
ON OUR FIT FANS
PROGRAMME





CONTENTS

4	Meet The Team
6	Message From The Trustees
7	North West Football Award
8	The Year At A Glance
10	Welcome
11	Who We Are And Our Values
12	Players' Community Work
13	Community Engagement
23	Education
35	Health And Wellbeing
46	Raising Awareness
47	Coming Up
48	Our Partners
50	Financial Summary

Meet The Team



Trustees



Kevin Abbott



Dr Adrian Ibbetson



Sharon Asquith



Bryan Gray CBE



Doreen Hounslea



Ian Topping



Ben Rhodes



Michael Lowe
Schools Provision Officer



Sagwati Malabi
Schools Provision Officer



Zach Clark
Education Tutor



Rob Walker
Education Tutor

Office and Admin



Tracy Atkinson
Business Support Officer



Matthew Brown
Communications Officer



Sue Devaney
Graphic Designer



Board Level



Management



Education



Community Engagement



Health and Wellbeing



Support Staff

* With the support of Club staff and volunteers

A Message From The Trustees



On behalf of the Board of Trustees, I am delighted to present our Impact Report for 2020.

The last 12 months have been very challenging as we adapted our operations to deal with the difficulties presented by the Covid-19 pandemic.

We have, however, been very proactive to ensure that we have maintained our various lines of engagement with the local community, moving many of our programmes to online delivery. In addition, we have worked hard to address some of the additional needs in the community presented by the pandemic. We have contacted people at risk of social isolation and delivered

food provisions to vulnerable people who may have faced difficulties getting to shops.

I continue to be grateful to our team of staff for their support and dedication during this difficult period. As ever, they have faced the challenges with positivity and enthusiasm.

I am also grateful to my fellow Trustees for their valuable contribution based on their extensive knowledge, skills and experience from a number of charitable, social and business fields.

We look forward to the future with optimism as we continue to grow our programmes and expand the breadth of local people who we work with.

Kevin Abbott
Chair of Trustees





**PNECET
won the NWFA
Community Club
of the Season
award for the
first time
in 2020**

NWFA Award Highlights Successful Year

Preston North End Community and Education Trust was the winner of the North West Football Awards' 'Community Club of the Season – all other leagues' award for the 2019/20 season – reflecting another impressive year of growth and progression for the Trust. The Trust operated innovatively both before and as a result of the Coronavirus pandemic, introducing new initiatives to support the local community in its time of need. Feedback from the North West Football Awards indicated that

the Trust had demonstrated a 'creative and innovative approach' to community activity, highlighting unique projects such as the 'Through The Gate' reoffending programme, and the newly launched Sporting Memories project – which has proven a great success both in-person and online.

The 'strong and consistent level of player involvement' was also commended. Chief Executive Officer Tom Drake said: "We were recognised at a regional level for our fantastic work over

the last year, being crowned North West Football Awards' 'Community Club of the Season – all other leagues' for the first time in the Trust's history, which is an extremely proud achievement. "Credit must go to our staff and senior management team for their skills and expertise. They have worked tirelessly to continue to support the needs of our community as we continued to connect people, inspire generations and support them to achieve their goals."



January



Every Player Counts

Our Every Player Counts programme was launched alongside the Sir Tom Finney Preston Soccer Centre, providing further opportunities for disabled children and adults in Preston to play football.

February



Goals

Our flagship mental health programme 'Goals' was launched as Joe, Charlie and Oliver – who have all lost their fathers to suicide – met the first team squad on a visiting to the club's training ground.

March



Portugal Trip

31 students travelled to Lisbon, Portugal for a football and cultural trip; visiting the home stadium of SL Benfica, training and playing matches against native opposition and exploring the local area.

April



Helping Hampers

The Trust began delivering Helping Hampers to elderly and vulnerable members of the community, with the first team squad donating to support the initiative, after the Coronavirus pandemic struck.

May



Dementia Action Week

The Trust supported Dementia Action Week by delivering engaging reading materials to four local care homes, to support residents while they could not be visited due to Coronavirus restrictions.

June



Tackling Loneliness Together

We began delivering the Tackling Loneliness Together programme, supporting isolated and lonely people as a result of the pandemic, allowing us to offer a number of initiatives to tackle social isolation.

July



Preston's Centre of Sporting Excellence

Preston's Centre of Sporting Excellence, our official education partnership with Preston's College, launched to offer high-quality, technical education programmes at levels one to three for young people.

August



PNECET Community Support Hub

The NHS Heroes Hub became the PNECET Community Support Hub as we continued to deliver essential goods to those most in need, while providing a signposting service to local food banks.

September



Back On Track

Having received £54,000 in funding from the Youth Endowment Fund, our 12-week Back On Track programme began, engaging young people with a series of hard-hitting and informative workshops to get their education back on track.

October



School Meals Support

The Trust provided a free half-term meals service for vulnerable children and their families who would traditionally receive free school meals – with a total of 225 essential meals provided.

November



Community Club Award

PNECET won the North West Football Awards' 'Community Club of the Season – all other leagues' award for 2019/20 for the first time, as the Trust was recognised for its creative and innovative approach to community activity.

December



Together As One

Barton St Lawrence Primary School students completed our Together As One programme; a six-week anti-racism programme made up of interactive workshops, delivered in partnership with Windrush Initiatives.

A Year To Remember

Hello and Welcome

After the most challenging and unprecedented year in many of our lives, I am pleased to present Preston North End Community and Education Trust's 2020 Impact Report.

The Community and Education Trust proved to be an overwhelming positive from a year of few highlights.

When the news of a national lockdown struck in March, the reaction of our team to rapidly adjust our programmes – ensuring that we continued to provide for our service users – gave me great pride. Remote learning, virtual sessions, phone calls, postal packs, and much more have become the norm. As a result, we have continued supporting our community, working with over 13,000 people. What we really pride ourselves on is the impact we have on so many individuals, some of whom are showcased in this report.

Despite the challenges, we have continued to grow to 25 full-time staff; expanding our provision, expertise and the impact we have on the programme beneficiaries. I would like to thank all of our partners and funders for their support, without whom it would not be possible to impact the lives of so many.

Our partnership with Preston North End Football Club has gone from strength to

strength. The first team and staff have generously supported a number of the initiatives we have delivered across the community, including our remarkable Helping Hampers initiative, which supported over 1,500 vulnerable people during the height of the pandemic, with essential food items complemented by plenty of engaging materials to keep our community physically and mentally active.

We were delighted to end the year by being crowned as the North West Football Awards' Community Club of the Season for all other leagues, and remain confident of another successful year in 2021, in spite of any continued challenges we may face.



Tom Drake
Chief Executive Officer PNECET

Who We Are And Our Values

Preston North End Community and Education Trust is the official charity of Preston North End Football Club.

Utilising the power of Preston North End and the appeal of football as a whole, the Trust situates itself at the heart of the Preston community, providing a high-quality service to improve lives. Our provision is centred around; community engagement, education, and health and wellbeing. Our services connect people from all walks of life, supporting people to achieve their goals and make positive changes to their lives and the wider community as a result – ultimately contributing to our wider goal to create a safer, stronger and more resilient community.

The PNECET workforce has expanded again despite the challenges that faced the charity in 2020, equating in 25 full-time employees.

Meanwhile, we aim to provide a service that is:

Efficient

Producing results with minimum wasted effort or expenses.

Sustainable

Providing a service that our community can rely on and will leave a lasting legacy.

Diverse

With cultural perspectives that can inspire our creativity and drive innovation in our community.

Empowering

By providing the correct tools and environment for our team and participants to increase their independence and self-determination, enabling them to represent themselves and our community in a positive way.



Players' Community Work Continues Despite Pandemic



Preston North End players continued to show their support for PNECET programmes throughout the year – whether in person in the early months of 2020 or in a virtual capacity as the year wore on.

Declan Rudd was the winner of the club's community player of the season award and Louis Moulton was recognised as the club's PFA Community Champion, but the remainder of the squad also remained active in the community in a virtual sense – sending video messages, making phone calls to fans and joining Zoom calls.

Junior Whites

Louis Moulton answered questions from members of the Junior Whites matchday club, who enjoyed a themed media matchday experience and had the chance to interview the striker in a press conference style set-up.

National Citizen Service

Paul Gallagher – ambassador for the Trust's education programmes – revisited Preston's College more than a decade on from his time as a student there.

The midfielder made the appearance to congratulate dance, media and art students as they successfully graduated from the National Citizen Service programme.

He said: "NCS is a fantastic programme. It will help them later on in life and it's a great course. I'd encourage any young person or young adult aged 15 to 17 to get on the course and enjoy it."

Premier League Primary Stars

Jayden Stockley visited Ribblesdale Avenue Primary School in January to join in with a Premier League Primary Stars dance lesson with Key Stage One pupils, and to the delight of the students, he didn't shy away from showing off his moves.

FIT FANS

Stockley was involved again when he and Brad Potts joined our men's and women's FIT FANS groups, to answer participants' questions on all things health and fitness, when the programme moved online because of local lockdown measures, in November.



Community Engagement



- 14 DIVERT Programme Launch
- 15 PL Kicks
- 16 NCS: Keep Doing Good
- 17 NCS Preston's College Participants
- 18 Foxton Centre House Purchase
- 19 Back On Track
- 20 PNECET Supports Preston Resident
- 22 PNE Forces

87%
OF OUR NCS PARTICIPANTS NOW FEEL THEY WOULD BE MORE COMFORTABLE REPORTING KNIFE CRIME

5,000
HOURS OF VOLUNTEERING HAS BEEN UNDERTAKEN BY NCS PARTICIPANTS THROUGH SOCIAL ACTION PROJECTS

ANTI-SOCIAL BEHAVIOUR REDUCED BY
26.79%
ACROSS OUR KICKS SITES DURING HOURS OF OPERATION

ONE
HOUSE PURCHASED AS A RESULT OF THE PNE BIG SLEEP OUT

47
PARTICIPANTS FROM SEVEN NATIONALITIES TOOK PART IN OUR COMMUNITIES UNITED PROGRAMME

£4,000
RAISED BY PNECET STAFF AND PARTICIPANTS FOR LOCAL CHARITIES



DIVERT Programme Launches In Preston

Preston North End Community and Education Trust was the first of seven professional clubs in Lancashire to launch the DIVERT programme, which provides support to 18 to 25-year-olds in police custody.

“ It’s really important that Preston North End has been involved in the DIVERT programme, using the power of the club badge to improve the life chances of 18 to 25-year-olds in police custody. ”

The programme saw PNECET appoint a dedicated Custody Intervention Coach, all of whom have worked with young adults in police custody, providing them with the chance to make positive life changes with the provision of training and employment opportunities, which aim to reduce the risk of them reoffending. The DIVERT programme reduced reoffending from 27 per cent to eight per cent at the Metropolitan Police Service and has since been introduced at further police custody suites across Lancashire – with Preston the first. Young people are invited to engage with a DIVERT coach

who will work to divert them away from crime. Coaches use their clients’ arrival in custody as a teaching moment; working with them to develop a plan to meet their education, training and employment goals. As has been the theme of 2020, the programme was quickly forced to adapt; with clients able to sign up to DIVERT online, and continue to engage virtually, while further referrals for clients have been accessed by working with probation officers. With delivery affected for much of the year, DIVERT achieved 35 engagements in police custody between October and December, and 29 positive outcomes in the same timeframe. Among the successes of the

programme in 2020 saw PNECET working with a client to prepare their CV ready to be sent to employers, and they have also made great progress in a cognitive behavioural therapy course and have begun realising its benefits. Head of Community Engagement Rebecca Robertson said: “It’s really important that Preston North End has been involved in the DIVERT programme, using the power of the club badge to improve the life chances of 18 to 25-year-olds in police custody. “Football is a huge appeal, meaning clients can engage with the DIVERT programme much better, especially when they are approached in custody. Regardless of whether they like football or not, they can see that we’re wearing the PNE badge, which is an initial icebreaker.”



PL Kicks Provides Youth Voice In Football's Absence



The Trust's Premier League Kicks programme has adapted from delivering 12 in-person sessions at the start of 2020, to providing a range of new activities – including opportunities for young people to shape the future of the Kicks programme – as a result of the pandemic.

Early months of the year saw a new session set-up in the Plungington ward of Preston, attracting 18 participants, while teams played in tournaments in Stoke, Blackpool and Wigan – involving participants of all ages.

Women's football thrived with the introduction of a full-time female staff member working at our weekly Chorley Youth Zone session, building strong rapport with participants and staff, while our session with Preston Muslim Girls' High School provided a safe space for young women to participate in football in line with their religion.

But our final in-person sessions of the year proved to be in

March, as a result of the pandemic, with delivery moving online and seeing participants given a platform to share their views about the Kicks programme – ensuring they stayed in touch both with staff and one another, on a fortnightly basis. The Trust also delivered online physical activity videos for participants throughout the year.

Participants stayed in touch via internal FIFA tournaments, and one national tournament saw PNECET participant Stirling Winder finish third from 815 entrants. He was rewarded with the chance to play online against Ben Pearson! PNECET also made essential food deliveries for Kicks participants throughout the

year. The summer PNECET Helping Hampers campaign saw a £5,000 grant awarded from the Local Trust to deliver in Fishwick and St Matthew's, some of the most socially deprived areas of Preston. 300 hampers were delivered to residents of these areas, many of whom were Kicks participants.

Further food provision came in the form of our PL Kicks Holiday Club, where 20 identified vulnerable children accessed physical activity sessions from PNECET and had free, nutritious meals provided for them over a three-day period in December half-term.



Summer NCS Participants 'Keep Doing Good'



Participants on the National Citizen Service [NCS] programme at Preston North End Community and Education Trust spent their summer helping local care home residents through the Keep Doing Good initiative.

“ All the young people collected what they could, they baked brownies, cakes and put them in one big hamper and delivered them to the care homes. ”

Coronavirus restrictions meant the programme couldn't go ahead in its usual format, which typically sees youngsters out completing adventurous activities that they might not ordinarily try. Instead, young people were challenged to pledge 16 hours of voluntary work in their community as part of the Keep Doing Good programme.

As part of Keep Doing Good, NCS participants at Preston North End Community and Education Trust decided to create hampers – similar to the campaign led by the club and the Community and Education Trust – for residents from three care homes, supplying food and activity resources within their hampers.

One participant, Michael Sweetman, was inspired to lend his support during this particular time of need, in response to the Coronavirus pandemic, as part of the NCS programme. Michael said: “I developed everything in NCS. It's inspired me since I first started to be a proud and responsible lad. “I worked on my own programme for the care home, we have been working on hampers for them [residents] to make them stay safe and wear masks at all times. It will keep them healthy and support any type of care they're in.” Head of Community Engagement Rebecca Robertson explained how the young people had done their bit to support the community as part of the NCS programme,

which also included a range of online workshops for those involved over the summer initiative.

She said: “Our summer NCS programme had to be a little bit different due to the partial lockdown in Preston. We utilised our virtual online skills and we worked with the young people across a virtual platform to deliver different types of activities.

“All the young people collected what they could, they baked brownies, cakes and put them in one big hamper and delivered them to the care homes.”

There were a total of 16 young people who graduated from the NCS Keep Doing Good summer programme from Preston North End Community and Education Trust!



Hundreds Complete NCS Programme With Preston's College



Preston North End Community and Education Trust's continued partnership with Preston's College saw more than 200 students from the local education provider complete the Trust's NCS programme for Autumn 2020.

“ For the NCS team to come in and really build our teamwork skills, it's massively helped the students; you can see a complete difference in them. ”

Among those students were those enrolled on the newly formed Preston's Centre of Sporting Excellence partnership, special educational needs and disability (SEND) learners, and young people accessing a range of other courses from Preston's College. The programme had a different feel to previous years due to Coronavirus restrictions, but young people were still able to access a number of eye-opening workshops, focusing on real-life issues, as part of the programme. PNECET worked in partnership with Preston Police and Windrush Initiatives to deliver hard-hitting educational workshops focusing on the subjects of county lines and drug use, and racism in society,

respectively. Byron Highton of the JJ Effect also delivered an insightful workshop focusing on knife crime. PNECET Community Partnerships Coordinator Jess Riley said: “NCS had given our young people a greater awareness and widens their experiences to what's out there in reality. “Knife crime is one of the most dominant crimes, especially with people that are within college ages and student ages. It's important for us at PNECET to be using the power and appeal of PNE to have the workshops delivered for students on NCS.” Student Jenna Salhouse added: “It's made me much more aware of who I hang around with, what I see and

what to do. It's been very eye-opening and a good experience.” The NCS programme also provided social benefits for SEND groups at Preston's College. Preston's College Curriculum Leader for Performing and Production Arts Sara Hartigan explained: “With Covid-19, because of the limited timetables and students not being in college as much, the groups weren't blending as a group or making those friendships as easily, which typically those learners struggle with anyway. “For the NCS team to come in and really build our teamwork skills, it's massively helped the students; you can see a complete difference in them. They're a really close-knit group and socialise with each other outside as well as in college, it's had a massively beneficial impact.”



Support For The Homeless Continues With House Purchase



In November 2019, the Trust worked alongside local firms Biffa and Blog Preston for the highly successful Big PNE Sleep Out event at Deepdale – raising more than £90,000 for local charity the Foxton Centre.

“ Everyone at PNE is delighted that the Foxton’s goal of purchasing a house has been achieved, but we understand that the issue of homelessness remains a pertinent one. ”

The Foxton works with vulnerable young people who have experienced drug addiction and alcoholism, poor mental health and homelessness – among other issues – with funds raised from the Sleep Out event set to fund the Foxton’s Housing First initiative.

The Housing First initiative included plans to buy and renovate a house in Preston, to provide service users of the Foxton with shelter and training and employment opportunities – while extending the charity’s accommodation beyond its city centre base. Another year of planning to raise awareness of homelessness throughout 2020 was halted by the

Coronavirus pandemic, but the house purchase was still completed late in the year. The Sleep Out event had asked members of the public to sleep out on the concourse at Deepdale on a bitterly cold November night, while taking sponsors, and the funds raised by the 300 participants that night, allowed the Foxton to purchase a property in Ashton-on-Ribble a year later. Chief Executive Officer of the Preston North End Community and Education Trust Tom Drake said: “Everyone at Preston North End is delighted that the Foxton’s goal of purchasing a house has been achieved, but we understand that the issue of homelessness remains a pertinent one, and we’ll continue to work alongside the Foxton, Biffa and Blog Preston to combat this issue as

much as possible.” Renovation began late in 2020 amid plans to move service users of the Foxton into the property for the New Year. The property is being converted into two flats. The Foxton has received continued support from Louis Moulton, who attended the Sleep Out event, having also made multiple visits to the Foxton Centre during his time at PNE. Louis and his family also participated in the virtual Big PNE Sleep In event in the early stages of lockdown, raising awareness of homelessness while standing in solidarity with rough sleepers in difficult times. The event also raised more than £2,000 for the charity.



Youth Endowment Funding Sets Young People Back On Track

Preston North End Community and Education Trust engaged with more than 100 young people through the Back On Track programme across a number of local primary and secondary schools.

“ As time has moved on, there are for more troubling things to worry about with our children – the rise of drug and knife crime, county lines drug dealing and social media grooming. ”

The Trust received £54,095 in funding from the Youth Endowment Fund in the summer of 2020 to deliver the Back On Track programme, which reaches young people from the ages of ten to 14-years-old with a series of interactive workshops, covering hard-hitting topics over the course of 12 weeks.

Workshops are delivered in small groups of up to 15 students, reaching young people who have displayed anti-social behaviour, low educational attainment or attendance, who are at risk of exclusion from school or at risk of becoming involved in criminal activity. The effects of drug, knife and gang crime were among

the topics, while more motivational subjects included goal setting, positive mental health and career aspirations. PC Paul Elliott, football officer for PNE, supported the programme by delivering a series of workshops. He said: “As time has moved on, there are for more troubling things to worry about with our children – the rise of drug and knife crime, county lines drug dealing and social media grooming. “It’s important for the police to come into schools and try to highlight these dangers to the youngsters.”

Jake, a student of Bridgeway School, was involved in one of the police officer’s workshops looking at county lines drug dealing.

Jake said: “I’ve learned a lot more on the drug topic and

how grooming and other situations can lead to the police.

“I will now understand a situation lot more, the benefits, and what could go wrong.”

Leyland St Mary’s student Harrison added that he finds the lessons more engaging. “You’ve got more to do in this lesson and it’s more fun than other lessons. There’s more to speak about. There’s people that have been in the same situations as me in this class and there’s teachers explaining about the situations you’ve been in.

“It’s been fun because the lessons aren’t like normal lessons, they are engaging and you get involved.”



PNECET Supports Preston Resident's Parental Transition

Preston North End Community and Education Trust has provided continuous support for a Preston resident to such an extent that it has allowed their family to move into a new home.

The single parent, whose identity will remain anonymous for confidentiality purposes, was granted custody of their two children in recent months, after making a full recovery from being sectioned earlier in 2020.

However, he was unable to immediately provide for

his children, due to delays in receiving benefits and payment from full-time work, and not having the financial resources or home set-up to alter that reality for his children.

When he first resumed care of his children, their clothing was deemed to be not fit for purpose. With only two sets of clothing for each child, the single dad received an £80 clothing grant, but that would only go so far – some of it having to be spent on school PE kit.

“

It's massively helped me change my life because it's given me a break. Nothing was in place. I had maybe two sets of clothes for the kids, I didn't have anything.

”



Having also been supported by local food banks, the dad of two first engaged with Preston North End Community and Education Trust when he was referred by a teacher at his youngest daughter's school. That was through the Trust's Happy Holiday Club initiative, which provides physical exercise sessions and nutritious free lunches in school half-term periods, for children who would receive a free school meal during term times.

"The teacher sent us an email saying that PNECET was providing free school lunches and he thought we would benefit from that.

"That first week that he sent us that, he was aware that I had a crossover with benefits.

"The second week in, the Trust brought two days' worth of those lunches. We had nothing. I was due to get paid the following week and it took a total of nine weeks from start to finish to get paid. Then on the Friday, we were given two weeks' worth of food.

"I didn't need to go out, the other food bank that delivered to us, I was able to tell them we didn't need it because we then had more than enough." However, the Trust's support for the single dad and his family extended much beyond solely food provision.

He added: "We were given bags and bags of clothes. Everything we've been given, we're using, and the stuff that hasn't, we gave it to our school food bank, which is then given out to other children."

That support lasted for more than two months, taking the family up to the point of now moving into more appropriate accommodation.

"It has given me breathing



“

All the support I have got from PNECET has smoothed that process. I haven't had to worry about those little things.

”

space," the single parent continued, speaking of the Trust's support.

"The gift cards that we were given were huge, and a weight off of me. I got the shopping for Christmas, the whole food shop for us moving out was there. With that, I could get all the bits that I usually couldn't get for the kids."

After being granted custody of his children at a particularly challenging time, the support of the Trust allowed the single parent to focus on moving forward with positivity, now culminating in that move to a new and improved home.

"All the support I have got from PNECET has smoothed that process. I haven't had to worry about those little things.

"While I've been getting to know what the kids do, things have been there that wouldn't have normally.

"My daughter brushes her teeth four times a day. If that toothpaste wasn't there, that'd be me having to go out and I'd be thinking, 'well, why haven't I got it?' and then the pressures of all that. It's just given me time to get used to being their dad.

"It's massively helped me change my life because it's given me a break. Nothing was in place. I had maybe two sets of clothes for the kids, I didn't have anything. What PNECET has brought me and other friends, it's helped me change. Now, we're moving into a house.

"I don't even know where I would have got the clothes from. The amount of time I would have had to try to get help to get the clothes, it's taken so much pressure off. Without it, we wouldn't be able to move into this house at all."

Future Secured For Armed Forces Provision

The PNECET Forces programme earned further funding from the Veterans' Foundation to ensure delivery will continue for another two years from 2020 onwards, despite the challenges of the pandemic.

“ Twenty-six of our participants have accessed welfare support through PNECET and two participants were recruited as volunteers in a fantastic step for their personal development. ”

The PNE Forces programme was established in 2019 with the provision of two weekly sessions; a social hour in which participants could socialise with one another and discuss their wellbeing with PNECET coaches, and be signposted to relevant services if necessary, and an exercise hour every Wednesday. Exercise sessions saw a Forces team finish second in Wigan Athletic's Together Cup in February, where they also showed a great sense of community by lending their support to our younger participants' PL Kicks team.

The Trust continued to engage with participants through alternative means after the pandemic. The social hour continued in a virtual capacity with a PNE Forces Chat every Thursday via Zoom, engaging participants through quizzes, themed discussions and physical exercise. The Trust also worked alongside the Royal British Legion, the Compass Group, and Veterans In Communities to deliver festive goods to participants at Christmas time. Community Engagement Officer Alistair White, who oversees the PNECET Forces provision, said: “Despite a difficult year we have continued to engage with our members throughout 2020, many of whom have received

essential food deliveries throughout the year. “Twenty-six of our participants have accessed welfare support through PNECET and two participants were recruited as volunteers in a fantastic step for their personal development. “Our veterans have also shown great awareness for supporting important causes by raising an incredible £3,000 for local charities through their activities with the Trust.”



Education



- 24 Covid-19 Response: Primary Stars
- 25 Together As One
- 26 PFA Equipment For Primary Schools
- 27 Rugby League
- 28 Secondary School Provision
- 29 Charlie Walker
- 30 Shaftesbury Students
- 31 Covid-19 Response: Preston's Centre Of Sporting Excellence
- 32 Casey Bull
- 33 Covid-19 Response: USW
- 34 Kaitlin Ibrams

2,400
PUPILS
ACCESSED
OUR
EDUCATION
PROVISION

21
GUEST
LECTURERS
SUPPORTED
LESSON DELIVERY
ACROSS OUR
PROVISION

77
TEACHERS
WERE SUPPORTED
DURING PE LESSONS
FOR A MINIMUM
OF SIX
SESSIONS

WE
COORDINATED
57
VIRTUAL
LESSONS AND
ACTIVITIES

WE WORKED
WITH
49
SCHOOLS ACROSS
OUR PRIMARY AND
SECONDARY
SCHOOL
PROVISION

100%
OF POST-16
STUDENTS
PROGRESSED
TO FULL-TIME
EMPLOYMENT
OR FURTHER
EDUCATION



Covid-19 Response: Primary Stars



The Covid-19 pandemic presented a huge challenge to all schools and pupils, with the impact felt on a physical, mental and emotional level by the young people and families within the Preston community.

“ The safety of the staff and pupils within all schools is of the utmost importance, which is why we have tried to be as flexible and accommodating as possible. ”

The Trust's Primary Stars programme typically reaches primary school children at their school; utilising the power and appeal of football to deliver cross curricular learning within their PE lessons, and upskilling teachers' delivery of PE in the process. However, the Trust's Primary Stars team adapted to continue engaging with those young people - supporting 37 partner primary schools and 3,664 pupils - despite the on-going pandemic. Acknowledging that challenges extended far beyond our partner schools, PNECET developed national curriculum-focused resources that embedded the Premier League Charitable Fund's core values: fairness, respect,

ambition and connection. A Primary Stars online bingo game was one of 11 family challenges created for primary school children to complete from home, while 225 meals were supplied to children and families in need - who would typically receive free school meals during term-time - in October half-term. Pupils from 13 schools supported the Trust's Helping Hampers campaign, which provided essential goods for the elderly and vulnerable, by writing and drawing messages of hope. Six partner schools accessed face-to-face delivery despite the restrictions, and after a return to education settings, 16 schools received free sports equipment to support their education delivery.

Schools Provision Coordinator Jack Mountain said: “We aim to provide an inclusive service that caters for all children, schools and families, whether they are learning at home or in school.” “The safety of the staff and pupils within all schools is of the utmost importance, which is why we have tried to be as flexible and accommodating as possible to support our local community. We are confident that we have continued to provide a high-quality PE teaching provision for the hundreds of children we reach through the Primary Stars programme every week, whether this has been from their homes or at school throughout the year.”



Together As One Develops Students' Understanding of Racism



Preston North End Community and Education Trust and Windrush Initiatives launched the Together As One anti-racism education programme in October 2020.

“ It’s really helped up-level the children’s learning in a way that I don’t think we’d have been able to do without what’s been offered by PNECET and the football club.” ”

The programme sets out to bring communities together while working in harmony and improving people’s understanding of racial issues in society, and was first delivered in Barton St Lawrence Primary School. Delivered by the Trust’s schools provision officer Sagwati Malabi, and Windrush Initiatives founder Adrian Murrell, Together As One educates young people about racial stereotypes, terminology, privilege, discrimination and racism in sport, and allows them to make an anti-racism pledge. On completion of the six-week programme, 100 per cent of pupils agreed that their knowledge of racism and discrimination had improved and were either satisfied

or very satisfied with the programme, while 76 per cent felt they were better placed to respond and deal with issues of racism.

Teacher James Davis said: “The students have found it really engaging, interesting and informative, and having Sagwati come in and have the opportunity for the children to ask the questions they want to, to somebody that has the answers, has really helped them.

“I think the fact that Preston North End are offering these opportunities for schools and communities and educating them on issues such as diversity, and using the resources they have available to them, is a fantastic idea. “It’s really helped up-level the children’s learning in a way that I don’t think we’d have

been able to do without what’s been offered by PNECET and the football club.”

The Year 5 students were even joined in week five of the programme by Preston North End midfielder Daniel Johnson, as he discussed his own experiences of racism via Zoom, with cameras from ITV Granada even present for the occasion.

Year 5 student Jack added: “It’s really good how a Preston North End staff member has come in, seeing as he knows so much about this topic, and he can teach us what we need to be aware of in our life and to never be racist, because it can hurt people’s feelings.”



16 Primary Schools Supported With PFA Equipment



PNECET provided 16 schools with free sports equipment as part of an ongoing partnership with the Professional Footballers' Association, ensuring children continued to receive high quality PE provision while helping to offset schools' financial difficulties amid the Coronavirus pandemic.

“ There’s a great variety of new equipment which the children can be so pleased to play with. ”

The Trust responded to an online appeal for equipment from Brockholes Wood Primary School in October by arranging a visit and providing them with items including football nets, cones, markers, skipping ropes and much more to assist with their PE provision. The school’s parents and teachers’ association had aimed to raise £350 to fund new sports equipment before PNECET stepped in, utilising equipment from a partnership between the PFA and Sports Direct. Another 15 schools requested support, all of which received free sports equipment, too. Community club organisations

throughout the EFL have received free sports equipment from Sports Direct, the official community equipment sponsor of the PFA. Brockholes Wood head teacher Amanda Sinker said: “We’re so delighted because we’ve been given some free equipment to use outside at play times, which is to improve the fundamental sports level for our children, so they can practise their fundamental sports skills. “There’s a great variety of new equipment, which the children can be so pleased to play with. The junior classes have enjoyed playing with the equipment and running around. They’re thrilled to have something new. “We’re very grateful for our relationship with Preston North End, which has always

been really positive, and it’s just lovely that they’ve seen that we’ve had a need.” Schools Provision Coordinator Jack Mountain added: “When we saw Brockholes’ appeal for equipment, as the local football club, we wanted to help in any way we could. “Fortunately, we have benefitted from this PFA and Sports Direct partnership, and in these difficult times for all – not least primary school children – it was only right to pass the equipment on to the schools whose pupils needed it most. “We’re proud to have supported a total of 16 schools by providing free sports equipment to improve their PE provision and their quality of play on break times.”



Rugby League Developing Pupils' Skills



Preston
City Council



In the latter months of 2020, Rugby League Development Officer Ryan Allen's rugby league programme was implemented as part of the Trust's Premier League Primary Stars offer, giving primary school children the chance to develop their rugby league skills.

“ These children may have never experienced rugby before and it's giving young people another sport to get involved with in the community. ”

Ryan was appointed to the role with PNECET, Preston City Council and the University of Central Lancashire working collaboratively to build participation and interest in the sport ahead of the 2021 Rugby League World Cup being staged in England, and the Wales national team using Preston as their training base. As a result, the Trust delivered various rugby league sessions in the community, including for primary schools, with Brabbins Endowed Primary School among those to benefit.

Teacher Katie Rimmer said: “It's

really engaged the pupils. “We have quite a few students who are into rugby, but it's given them the extra skills they need to further their rugby skills.

“As teachers, we like to see somebody who is an expert in the field, and Ryan knows his stuff about rugby. We do teach rugby but not to this extent of expertise. It's been nice for him to come in and teach things that we can then teach other year groups as well.”

Year 5 pupil Eden added: “It's fun and when we're doing games, you get to have a laugh. It's fun getting to play with your friends and having someone else teach you.

“I play sport a little bit – I play football – but I've never got into rugby as much as I have now.”

Seven schools benefitted from the Trust's rugby league programme under the Primary Stars provision in 2020, in a mutually beneficial move, as the Trust reached new and existing schools with the rugby league offer, in turn allowing their students to play a new sport.

Ryan said: “We've been in new and different schools, not just the ones we're already in with the Trust.

“These children may have never experienced rugby before. It's giving them another sport to get involved with in the community.

“It's been really good to see them learn new skills, have fun and enjoy a new sport.”



Secondary School Provision Supports 12 Schools

The 2019/20 academic year was Preston North End Community and Education Trust's first delivering its secondary school provision, for Year 10 and 11 students to work towards bespoke qualifications while working in a sporting environment.

“

Young people are responding well to being associated with PNE and both schools and pupils are benefitting.

”

The programme reaches Key Stage Four students who are disengaged with their school-based studies, lacking in confidence or self-esteem, or displaying poor attendance in a mainstream setting.

The programme's success since its initial inception has allowed for significant growth, with two full-time staff now working on the secondary school provision, reaching 98 pupils from 12 schools in 2020 – with schools mixed of mainstream, pupil referral units and special educational needs and disability schools.

The programme can be delivered within school or at Deepdale, with students able to study sport, health

and fitness, occupational studies, business or enterprise qualifications, and can consist of exams or otherwise, at the school's discretion. In the 2019/20 academic year, 37 students achieved a formal qualification.

Students are offered breakfast in the common room, where they can listen to music, use games consoles and are also supported with creating their CVs, writing job and college applications and developing interview techniques.

The practical element of the programme sees learners play a variety of sports.

A highlight of 2020 saw Shaftesbury High School student Charlie Hurst awarded the chance to be the club mascot for the Level Playing Field matchday in March 2020! PNECET continued to support

all 12 partner schools by providing face-to-face and remote teaching, providing teaching resources, home workout plans and delivering food parcels to students from partner schools.

Secondary education tutor Jake Blackburn said: “I am proud of the progress of the programme. This programme is unique and only came to fruition after consulting with local head teachers.

“Young people are responding well to being associated with PNE and both schools and pupils are benefitting.

“The impact and changes in behaviour and attitude are overwhelming. It is pleasing to see students' career prospects and aspirations develop.”



Charlie's Confidence Boosted By PNECET

Broughton High School student Charlie Walker has seen his confidence and productivity in lessons increase as a result of being enrolled on the secondary school provision with the Trust.

“The teachers are very good, it's very understandable what they are saying. It's improved my knowledge and there are a lot more skills I can do.”

PNECET delivers the secondary school provision to enrolled learners from Broughton within their own school, with lessons taking place each Monday. While the programme is delivered at Deepdale for learners from other schools, the secondary school provision continues to provide great outcomes for Broughton pupils. One such student is Charlie Walker, who comes from a sporting background, with his older brother Ethan signed on professional terms at Preston North End, and another brother being a personal trainer. With the smaller class sizes being offered by PNECET and the professional insight of tutors, the secondary

school provision is supporting Charlie's passion to learn more about physical education, and as a result has seen him become more confident. “I love the practical theory of PE,” said Charlie. “I picked this course because I want to feel more engaged and it improves my learning. “I engage a lot more in lessons when there are fewer people. There's a lot to learn about in the lessons and it's more enjoyable than any other lesson and any other course “The teachers are very good, it's very understandable what they are saying. It's improved my knowledge and there are a lot more skills I can do.”

Broughton High School teacher Mr Wallace has also recognised how the programme has benefitted Charlie. He said: “Charlie is a bright lad, he is a good lad, but this course has brought out the best in him. He comes from a sporting background. “To give Charlie the opportunity to develop his knowledge of health and fitness, and having the support at home, it is the perfect course for him. “To see the tutors, Jake and Kieran, coming in on a Monday morning is a great start to the week – it's much better seeing them with their allegiance to Preston North End. The way they deliver the sessions is interactive and fun and the pupils really enjoy it.”



Shaftesbury Students Set Example Through PNECET Support

Shaftesbury High School students Levi and Adam enrolled on our secondary school provision in September 2019 and have both experienced significant personal development and educational journey with the Trust.

“Being at PNE has helped me to become head boy at school. It makes me feel proud and happy.”

Levi and Adam study at the pupil referral unit in Chorley and incorporated into their timetable is two days' learning at Deepdale with PNECET, where they study an NCFE Level 1 Certificate in Sport. Studying at PNECET has created a structured learning environment, connecting their education with sport and studying in a professional club environment, which has seen them develop academically, socially, emotionally and morally to fulfil their full potential. Levi and Adam have since been appointed by their peers at Shaftesbury as head boy and senior prefect, respectively! Levi, who wishes to pursue a career in mechanics, said: “Coming to PNE helps keep me

calm. It gives me something to look forward to. “It’s more chilled out and relaxed and we get to do more things and extra time to do your work. The staff are helpful and nice. Being at PNE has helped me to become head boy at school. It makes me feel proud and happy.” Adam is looking to continue his journey with PNECET by enrolling with Preston’s Centre of Sporting Excellence. Adam said: “It’s a lot more relaxed, it’s not like being in a mainstream school. The tutors are a lot more helpful. You feel like part of the family. “Before I came to PNECET, I felt I was going nowhere with my GCSEs, I felt like I was hitting a brick wall. Since I’ve come to PNE, I’ve felt like I’m starting to achieve more.

“It feels like you’re one step closer to achieving your goals in life, it does really help.” Secondary education tutor Jake Blackburn said: “It has always been clear that both Levi and Adam have the potential to shine. As they have worked through the course, they have matured, focused on achieving their goals, and developed academically and socially. “They have grown into polite, respectful, hardworking young people. The amount of consideration, respect, care and they now show to their peers and staff is exceptional and is clearly validated by their senior positions at school.”



Preston's Centre of Sporting Excellence Adapts In Lockdown

PNECET and Preston's College launched the Preston Centre of Sporting Excellence in September 2020.

“ We adapted our offer to adopt a blended learning programme, which combined face-to-face delivery with remote learning. ”

The Centre of Sporting Excellence provides high quality, technical education programmes from levels one to three for 16 to 19-year-olds. Young people who enrol at the Centre of Sporting Excellence have the opportunity to undertake a variety of work placements across the Trust's programmes, improving learners' academic attainment, developing their life skills and increasing their employment opportunities. In total 114 learners enrolled on the programme; an increase of 102 per cent from the intake in 2019. Learners compete in national football leagues against other clubs, and also gain qualifications and work placement opportunities. The Centre of Sporting Excellence ensured learners' access to education,

maintained their connection with learners and staff, and engaged them in their studies. Post-16 curriculum leader Jodi Collum said: “Despite the unexpected challenges we faced, our learners continued to access high-quality provision from PNECET during 2020. “We had 31 learners visit Portugal for a training programme, and 21 guest talks were delivered by experts from the sporting industry throughout the year – both virtually and in-person. “We adapted our offer to adopt a blended learning programme, which combined face-to-face delivery with remote learning. “We set-up physically stimulating competitions – which saw two learners run more than 100 miles – and online workouts from home. “Weekly pastoral and welfare

checks with referrals to appropriate support services were carried out whenever necessary, supporting the mental wellbeing of learners.” Learners were able to access elite goalkeeping opportunities throughout the year, with two students having the chance to train with the club's Academy, and a session being delivered later in the year by former PNE goalkeeper Andrew Lonergan. Josh Cayton and Danny Murphy joined a session with Academy goalkeeping coach David Rodgeron in February and were both involved again when Lonergan laid on a session in November, supporting students of all abilities.



Casey Continues Studies With American Adventure

After completing a two-year Level 3 Sport programme with PNECET and achieving D*D*D* in the summer of 2020, Casey Bull accepted a scholarship offer from Jacksonville College, Texas, to continue her studies and footballing journey in the USA.

“The coaches helped me prepare for my time in the US. They reassured me and helped me to gain my scholarship.”

Casey enrolled with PNECET after completing her GCSEs at Longridge High School, and spent three years with the Trust, initially enrolling on a Level 2 Sport and Active Leisure course and then progressing onto the Level 3 Sport Programme. Alongside her studies with PNECET, Casey also represented the women's football team, and in her second year, her hard work was rewarded by being made team captain. Representing PNECET and the prospect of studying in another country motivated Casey to push forward with not only her academic work, but her football, too – demonstrated

as she achieved the highest possible grade in her studies. Casey said: “What I have enjoyed most about the course is the diversity of the topics we study, the friends I have made and the staff members. We always study different areas of sport, which keep the classes interesting and engaging. All the students work together and help each other out. “Staff are always there to help, whether it be with work, football or other aspects outside of college. Everyone makes you feel a part of the PNE community.” Upon her move stateside, it was Casey who needed to settle into a new environment. She added: “The coaches helped me prepare for my time in the US. They reassured

me and helped me to gain my scholarship. They pushed me to the best of my footballing ability. “Studying in the USA has been a very good experience. It is a fresh start for anyone who wants to try something completely new! You are responsible for pretty much everything. It massively makes a person's independence a lot better, and confidence, too.” Post-16 curriculum leader Jodi Collum said: “All staff were on board with Casey's aspirations of getting to America and pushed her as much as they could to aid her development and support her career aspirations. “Casey was a well-liked member of the squad by both her peers and the PNECET staff, and helped new players to settle into the team. “We wish Casey all the best for the rest of her time in America and hope she becomes successful in all of the career opportunities that become available to her.”



Covid-19 Response: USW Foundation Degree

University of
South Wales
Prifysgol
De Cymru

The continued growth of the Trust's delivery of the foundation degree in Community Football Coaching and Development was unaffected by the Coronavirus pandemic, with 18 learners enrolled on the programmes across years one, two and three.

While the programme has since adapted to operate via a distanced-based blended learning platform, students remain engaged by accessing lecture content from club mentor Graeme Atkinson, the Trust's HE Recruitment and Development Manager.

Students have also continued to access an extensive range of volunteering opportunities across the Trust's projects, including coaching on the Premier League Primary Stars programme, making phone calls to supporters as part of the Tackling Loneliness Together programme, and delivering to vulnerable young people through our Happy Holiday Clubs.

Graeme Atkinson

said: "I am incredibly proud of the learners' response to the pandemic and how they have continued to excel on the programme during the most unprecedented times. "Our learners have played a key role in supporting our community response, which will no doubt have developed their skills as they look to secure jobs. Despite the Covid-19 restrictions affecting some elements of work experience delivery, our learners have been forthcoming in accessing opportunities and meaningful experiences, which will support them as they enter the world of work.

"Our graduates from 2020 have all excelled, securing employment or places on a PGCE or Master's degrees, which is testament to the impact of the programme."



Kieran Houghton



CURRENT STUDENT

Kieran Houghton enrolled on the USW foundation degree in 2020, and has utilised the FA Level 2 Certificate in Football Coaching – which he achieved through the programme – to gain part-time employment with PNECET.

Kieran said: "I have been presented with a full timetable of opportunities from a number of projects, which has really enhanced my awareness of the different pathways available to me upon graduation and made me much more diverse and employable. He said: "The experiences on

offer are very unique, which is helping me to understand the expectations of the industry and learn more about the skills required to gain employment."

Kaitlin's Success Allows Progression To Foundation Degree

Kaitlin Ibrams enrolled with PNECET in 2017 as a natural introvert, but thanks to the opportunities she has accessed through her studies, she has continued pursuing her dreams of becoming a football coach.

“Throughout my time with the Trust I have had so many opportunities and experiences that I simply could not have had anywhere else.”

After graduating with a Level 3 Diploma in Sport, Kaitlin began a fourth year of study with PNECET, enrolling on the foundation degree programme in Community Football Coaching and Development – delivered in conjunction with the University of South Wales and the EFL Trust. Kaitlin achieved her FA Level 1 coaching certificate and is enrolled on the FA Level 2 award; an inclusive course delivered as part of the foundation degree. Kaitlin has volunteered or worked on the Premier League Primary Stars programme, National Citizen Service and football and multi-sport camp programmes, and co-ordinated half-time penalty shoot outs on home

matchdays. Her outstanding attitude and application saw her rewarded with part-time employment opportunities with the Trust. Kaitlin said: “I was really impressed with the PNECET programme and the clear pathway it offered to help me achieve my career goals. “Throughout my time with the Trust I have had so many opportunities and experiences that I simply could not have had anywhere else. “The staff have supported me in achieving my goals. I feel not only more confident and employable, but as if I am thriving on the degree programme. I hope to achieve a first-class honours.” Higher Education and Recruitment Lead Graeme Atkinson said: “Kaitlin epitomises

what the degree programme at PNECET is about. “Her personal growth both socially and academically has been astounding. Kaitlin has flourished in a practical learning environment and benefitted from smaller class sizes, which are more personal than the traditional university experience. “The extra support Kaitlin has received and the bespoke timetable adopted to her has allowed her to enhance her employability prospects, develop her confidence and achieve top grades across all modules. By making the most of these opportunities, I have no doubt that Kaitlin will go on to have a very successful career.”



Health And Wellbeing



- 36 FIT FANS
- 37 Tackling Loneliness Together
- 38 Community Support Hub
- 40 Helping Hampers
- 42 PNECET Mental Health Programme
- 44 Every Player Counts
- 45 Sporting Memories

43
PEOPLE
ENGAGED WITH
OUR FIRST
FIT FANS
PROGRAMME

33
SPORTING
MEMORIES
SESSIONS
WERE HELD
ONLINE

1,462
PEOPLE RECEIVED
TACKLING
LONELINESS
TOGETHER
POSTAL
PACKS

37
PARTICIPANTS
ENGAGED IN OUR
EVERY PLAYER
COUNTS
DISABILITY
PROGRAMME

MORE THAN
3,000
FOOD HAMPERS
WERE DELIVERED
TO VULNERABLE
PEOPLE
THROUGHOUT
THE YEAR

585
FREE SCHOOL
MEALS WERE
PROVIDED FOR
CHILDREN THROUGH
OUR HAPPY
HOLIDAY CLUB
PROVISION



FIT FANS Supports Fans' Fitness Journeys

The Trust's first wave of the FIT FANS programme in September 2020 proved a great success with both male and female participants.

“ Without actually applying to join the group, I would have continued with my daily lifestyle of no exercise. But now, I'm more knowledgeable about my fitness. ”

The 12-week programme supports 35 to 65-year-olds to lead a healthier and more active lifestyle with weekly FIT FANS sessions at Deepdale, which combine classroom learning and the opportunity to exercise within the stadium. And it was that combination that appealed to Anne-Marie Flynn, who realised on the second week of the programme that she needed to change her diet to aid her weight loss. Anne-Marie said: “My biggest challenge was getting the right balance of nutrients in my meals each day. “After week two, and further discussions with the staff and other group members, I've made a lot of progress. The programme was really informative. “Being able to get out on a weekly basis and meet with

other like-minded individuals had a positive impact on my mental wellbeing.”

Duncan Sumner, a type two diabetic, felt the same, succeeding with his original motivations to lose weight thanks to the support and encouragement he received from his fellow participants. Prior to his enrolment, Duncan's sugar consumption was placed as low as level 12 out of 14 on the diabetes control chart, but thanks to classroom workshops on reading food labels and nutritional values on food packaging, Duncan now sits at level five of the control chart, which is considered 'excellent'. Duncan said: “Without actually applying to join the group, I would have continued with my daily lifestyle of no

exercise. But now, I'm more knowledgeable about my fitness and food contents, and I actually want to keep my new weight and not let it slip back on.”

Hannah White, Health and Wellbeing Officer and FIT FANS co-ordinator, said of the pair: “Since enrolling on FIT FANS, Anne-Marie has actively contributed to group discussions, and her whole body language has transformed. She now carries herself with much more confidence and it's been a joy to watch her progress. “Duncan has engaged every week and always presents a willingness to learn. He's also not afraid to push himself out of his comfort zone and try new things. In my eyes, he completely encapsulates what the course is about and is a real FIT FANS champion!”



Tackling Loneliness Together Programme Reduces Social Isolation

The Trust helped to reduce social isolation among 1,792 members of the community, who engaged with the Tackling Loneliness Together programme.

“It’s cheered me up because I have been a bit fed up. I’ll be ringing some of my friends and telling them how helpful you [PNECET] have been.”

The provision was funded by £32,000 from the EFL Trust as part of a wider grant, ensuring the the Trust stayed in touch with PNE supporters, PNECET programme members and elderly and vulnerable members of the community with befriending phone calls, garden gate visits, online social groups and postal packs. There were 1,462 postal packs distributed, providing materials and activity sheets that advised on participants’ physical and mental wellbeing, while 667 participants received a befriending phone call from PNECET staff. Online social groups attracted 73 unique participants. PNE fan Dave Mallon was one of 175 participants to receive a garden gate visit from the Trust – whereby a staff

member attended the person’s address to check on their mental wellbeing with a chat in an outdoor, socially distanced capacity.

Dave stayed in touch with PNECET through regular befriending phone calls, as well as the garden gate visits. He was also one of 600 recipients of a PNECET Festive Hamper in December – which were delivered to season ticket holders, programme members and referred vulnerable individuals.

“That’s the main thing, that’s what’s really made me chuffed, that it’s come from North End,” said Dave, as he received a Festive Hamper as part of a garden gate visit.

“I spend a lot of time on the phone talking about Preston North End, 90 per cent of the

time. This is just another boost on top of that.

“It’s cheered me up because I have been a bit fed up. My wife’s not brilliant at the moment and she can’t come to the door. It’s boosted me up. “I’ll be ringing some of my friends and telling them how helpful you [PNECET] have been.”

Festive Hampers included seasonal and festive materials and were delivered to identified vulnerable people, primary school children who usually receive free meals, those accessing Tackling Loneliness Together and PNECET programme members. The initiative was also supported by several Preston City Councillors.





“ Essential food deliveries were made to children and families most in need in the local area. ”

Community Support Hub Provides For Families During Summer

The PNECET Community Support Hub service was a successful summer initiative that supported vulnerable families in Preston and the surrounding areas. Preston North End Community and Education Trust took over the running of a unit on Fulwood Retail Park, which had previously operated as the NHS Heroes Hub earlier on in the Coronavirus pandemic

and provided NHS workers with an exclusive store to shop for goods at a time of high demand for supplies. Following the closure of that service, as demand for supplies decreased, the PNECET Community Support Hub was formed in collaboration with Lancashire Teaching Hospitals and Naeem Din, the initial founder of the NHS Heroes Hub.

Utilising leftover goods from the Heroes Hub, as well as having further stock generously donated by Morrisons Riversway and Warburtons, essential food deliveries were made to children and families most in

“ It’s been really important for Preston City Council and Preston North End to work together, especially at a time like this. ”

need in the local area. Deputy Chief Executive Officer of PNECET Harriet Creighton-Levis said: “We were incredibly proud to continue the running of the Community Support Hub until the end of the summer, following the initial success of the NHS Heroes Hub. “The support from our partners Morrisons and Warburtons was vital in keeping the initiative running and supporting those most in need with essential food provision. “It was important for us to support our community in its time of need through helping families and school children by donating essential foods and delivering those to their doorsteps.” PNECET further utilised the Community Support

Hub initiative and worked alongside local partners, including Preston City Council, to deliver 195 food packages to children and their families who had been set to access the Trust’s Happy Holiday Club programme.

The Happy Holiday Club was designed to support vulnerable children during the summer holidays, particularly those who would ordinarily receive free school meals during term-time, by providing free lunches and physical activity sessions for primary school children.

The initiative was supported by Preston City Council, whose Community Engagement Officer Vicky Fletcher said: “It’s been really important for Preston City Council and Preston North End to work together, especially at a time like this.

“Throughout the pandemic, our focus has been to ensure that children and families who are most in need of food are able to access that. This scheme has really been there to support that.”

Reverend Rie Walker and a team of volunteers from St Margaret’s Church also

assisted by working in partnership with their local Co-op in Ingol and using goods from the store to pack lunches for the children and then deliver those to the schools. Rie said: “We believe we can help wherever we can and support loads of people in the local community by shopping for people, visiting the elderly, keeping in contact with people and doing what we can to support people during the pandemic.”

The food was also utilised as part of the Tackling Loneliness Together programme, particularly as part of garden gate visits to existing participants of PNECET programmes, who were in the vulnerable category due to shielding against Covid-19. The Trust also delivered 32 food crates to a range of local partners, including the Sahara Centre, Ingol Food Bank, St Stephen’s Food Bank, St Christopher’s Food Bank, Noor Food Bank at Noor Mosque, the British Red Cross and the Foxtan Centre.





“ These deliveries made a real difference to the lives of so many people in and around Preston. ”

We Delivered 1,300 Helping Hampers At Height Of Lockdown

Preston North End Football Club and Preston North End Community and Education Trust joined forces for the ten-week-long PNECET Helping Hampers campaign, which was assisted by donations from the club's first team squad and management staff, to ensure over 1,300 vital deliveries were made to vulnerable members of the Preston community.

Kicking off towards the end of April, following the first team squad pledging their support with thousands of pounds' worth of donations, the campaign saw staff from the Community and Education Trust heading out to make deliveries to elderly season ticket holders and members of the PNE Forces, Sporting Memories and walking football programmes.

Those deliveries were also made possible thanks to grants from the Lancashire Covid-19 Community Support Fund, funded by the National Emergencies Trust, as well as another grant from the Martin Lewis Charity Fund.

“ It’s really, really kind, I really appreciate it. It’s wonderful to know that the club are doing their bit in these odd times. ”

The campaign concluded with another grant from the Local Trust, which saw PNECET – together with the Friends of Fishwick and St Matthew’s – making deliveries to vulnerable members of the Fishwick and St Matthew’s wards of Preston, including members of the Trust’s PL Kicks programmes at Callon or West View Leisure Centre. As well as community staff, hampers were packed by a string of volunteers – with police officers, including football officer at PNE, Paul Elliott, among them – and the campaign was allowed to continue thanks to the generous support of several local organisations. Owner’s representative Peter Ridsdale also spent time with community staff, packing and delivering hampers to support the campaign.

Support from the club meant items such as past editions of matchday programmes could be included. Other materials, including puzzle books and exercise sheets, meant recipients would remain engaged, as well as being well stocked for food and toiletries. Among the first recipients of a Helping Hampers was Margaret ‘Peggy’ Borwick, 90, who was nominated by son Mick, who participates in the Trust’s walking football programme. Margaret said: “It’s really good for me because I’m here every day on my own and sometimes I’ve no butties because there’s nobody there to get me something. “I was surprised with the hamper, it’s very good. I know I’m going to get something to eat.” Season ticket holders also had essential food hampers delivered, including Christine Latus, who was delighted by the club’s community outreach during lockdown. She said: “I didn’t expect anything like this at all, but it’s really helpful and it’s lovely to think that the club are thinking about the supporters in these strange times.

“We obviously can’t go to matches or anything, so it’s really, really kind, I really appreciate it. It’s wonderful to know that the club are doing their bit in these odd times.” Chief Executive Officer Tom Drake added: “We were delighted to serve the Preston community over the course of ten weeks by delivering our PNECET Helping Hampers. “These deliveries made a real difference to the lives of so many people in and around Preston, catering to the club’s season ticket holders and PNECET programme members, but also those who are most vulnerable. “It was important for us not only to make essential food deliveries, but to also include a range of engaging materials within the hampers. Our team will no doubt have brought a smile to so many people’s faces while making the deliveries and stopping for a doorstep chat with recipients at a time where social isolation was also such a prevalent issue.”





**Oliver, 11,
Charlie, eight,
and Joe, 14.**

Young People Thriving From PNECET Mental Health Provision

Preston North End Community and Education Trust is providing continuous support to three young people on its flagship programme 'Goals', which focuses on supporting their mental health. The programme has been running for over a year, and was first accessed by 14-year-old Joe Martin, who was referred to CAMHS (Child and Adolescent Mental Health

Services) four years ago, and had been making steady progress with his mental health battle until he tragically lost his father to suicide in 2018. Joe's mum Jenny sent an email to Preston North End, as the family's local EFL club, to gauge whether any support could be provided, given the EFL-wide partnership with the mental health charity Mind.

Joe met with the Trust's Deputy Chief Executive Officer, Harriet Creighton-Levis, and a bespoke mental health programme was developed for him to build his confidence, communication, resilience and leadership skills by accessing unique opportunities at PNE. As well as being a volunteer on the Trust's half-term soccer school camps and a matchday volunteer – assisting with the co-ordination of the half-time penalty shoot out for primary school children – Joe had the chance to meet the Preston North End first team squad at Springfields.

“ Football makes us feel happy, it's something we all really enjoy and it takes our minds off everything. ”

Following his first visit to the training ground in October 2019, Joe has since been challenged to act as a mentor for his younger brother Oliver, as well as another young person who lost their father to suicide – eight-year-old PNE fan Charlie Bennett. Joe, Oliver and Charlie and their families have been brought together to provide emotional support for one another by sharing their experiences. Oliver and Charlie have accessed similar opportunities within the club as Joe, with insights into different areas of the sport, and Charlie even enjoying a trip to the DJ control room on a home matchday early in 2020. The trio also enjoyed a trip to

Springfields together as Joe was tasked with enacting his mentor role to show Oliver and Charlie around as they again met the players and received an exclusive tour of the facilities from Paul Gallagher.

Declan Rudd has played a huge part in the programme and the development of Joe in particular, remaining in touch through lockdown since this most recent visit to the training ground, which saw Rudd and former manager Alex Neil join the boys for a penalty shoot out!

Joe said: “Football makes us feel happy, it's something we all really enjoy and it takes our minds off everything. When my dad first died, it didn't [just] stop me playing football, it stopped a lot of things. But football is the thing that makes me happy.”

He has also enjoyed carrying out his mentor role to support Charlie and brother Oliver. “It's really good because that's what I have wanted to do for a long time, help someone else out who has been through something a bit like I have. For Charlie, it's great because he feels as though he can

connect with his dad because that's why he's at PNE.

“I was a bit nervous to meet Charlie but he is a pleasure to be around. I'm proud of him. Charlie added: “We've all gone through a hard time and we're trying to help each other.

“It's made me feel more confident without my dad. “Football helps me remember my dad. It helps me feel closer to my dad.

“We used to come and watch PNE nearly every Saturday because we are big fans and we both support them. We need to give them support for their games.

“In a nice way, in return, I feel so much like dad is still here [when at PNE].”

Oliver added: “One of the reasons that football is one of my favourite things is that, I think it can bring people closer together, because when you play football, you don't have to be thinking about anything else, there's no stress and you can just play.

“I think PNE has helped us gaining confidence and helped us relax as well. It's been a big help because it's been something to look forward to, watching the games on the weekend and getting to meet the players and spending time here, it's really helped.”



Every Player Counts Supporting Disability Participants



Preston North End Community and Education Trust established an official partnership with the Sir Tom Finney Preston Soccer Centre in 2020 to launch the Every Player Counts programme, allowing disability participants the chance to play football.

“ To be involved with PNECET gives me a sense of belonging and purpose, for which my family and I are deeply grateful. ”

Sessions began in January, with an hour designated to adults on a Friday night, and for four to 16-year-olds on a Saturday morning, utilising the Trust’s partnership links to offer participants a route into competitive football. The Coronavirus pandemic meant that sessions halted in March, but PNECET staff provided challenge videos for participants to try from home during lockdown. The partnership was celebrated as part of the club’s Level Playing Field matchday in March. Level Played is a registered charity that celebrates access and inclusion for disabled supporters in all sports, and for Preston North End’s

fixture, Every Player Counts participants – both adults and children – were invited to the game and formed a guard of honour for players at kick-off. They also took penalties on the pitch at half-time. Having that opportunity meant a great deal for the participants, particularly Preston North End supporter Henry McCallion of the adult’s session, who attended the first Every Player Counts session and continued from there on. “Sessions give me the chance to play football matches in a friendly, relaxed and safe environment,” said Henry. “The sessions have taught me the importance of adopting positivity, discipline, determination and professionalism off the pitch in my everyday life in order to

achieve my personal goals. “I have also become more disciplined in other aspects of my life outside of football.” The sessions have also allowed Henry to spend more time outdoors. “If I did not attend Every Player Counts, I would rely on my mum to find me a different activity, or I would be playing on my Switch or watching TV. “The sessions provide a motivating, challenging, inspiring, safe and fun environment. “To be involved with Preston North End Community and Education Trust gives me a sense of belonging and purpose, for which my family and I are deeply grateful.”



Sporting Memories' Success Unaffected By Pandemic



Having launched in October 2019, the Trust's Sporting Memories programme enjoyed its first full year in operation in 2020 – and despite the obvious challenges incurred throughout the year, the programme has continued to go from strength to strength.

“ It has given us a focus to look forward to, particularly during lockdown. It is important for me as I have little conversation at home due to my husband's dementia. ”

Run alongside the Sporting Memories Foundation, the programme supports those living with dementia, depression and loneliness – and the initiative proved an important one with the issue of social isolation increasing as a result of the Coronavirus pandemic. The programme had moved from its original venue of Finney House to Deepdale at the start of 2020 which was a key factor in convincing Jo Harwood to attend with her husband Pete, who suffers from dementia. As an existing member of the walking football programme, Jo has also experienced the benefits of the programme,

bringing her and Pete together with like-minded people – whether in person at Deepdale, or online via Zoom for much of the year, enforced by the circumstances of the year.

Jo said: “We thought it would just be talking and listening to speakers, but the physical activities help to break that up. It's great to meet new people with a common interest in sport, in particular football. “It has given us a focus to look forward to, particularly during lockdown. It is important for me as I have little conversation at home due to my husband's dementia. It's nice to catch up with people, some of whom are experiencing the same illness. “I now have more friends to talk to on Facebook and

Twitter. I can't wait to get back to actually meeting again at Deepdale.”

Lead volunteer on the programme, Martin Atherton, added: “Many people who take part are not aware that loneliness and isolation may be a factor in their lives, but by joining us, they are able to find a group of like-minded individuals, with whom they form new friendships and share common memories and experiences.

“Moving online has in many ways broadened our reach beyond the Preston area and we are keen to maintain these links once we are able to meet in person again.”



Raising Awareness



Time For A Cuppa

Our Sporting Memories and walking football programme members held charitable bake sales in aid of Dementia UK's 'Time For A Cuppa' campaign at their sessions before the Coronavirus pandemic struck. Funds raised went towards supporting Admiral Nurses, who provide specialist support for families with loved ones suffering from dementia. The two groups raised a total of £277.

NCS Matchday

Our themed matchday to support and promote the National Citizen Service programme saw graduates and participants fundraising for Heartbeat North West Cardiac Care, the charity which is based at Deepdale. Heartbeat supports people who have or are at risk of cardiovascular disease, and through the themed activities for our home game against Swansea City in February 2020, our participants raised £500 for the charity.



Alzheimer's Society

PNECET Community Engagement Co-ordinator Alistair White headed up a fundraising challenge for the Alzheimer's Society on World Alzheimer's Day in September 2020. He set out to complete a 24km distance in 24 hours on that date, splitting the challenge into six legs of 4km – running three legs, and walking the other three, one of which saw staff members walk 4km around the perimeter of the Deepdale pitch. A total of £1,050 was raised for the charity!



The Big PNE Sleep In

Following 2019's Big PNE Sleep Out in aid of the Foxton Centre, a further awareness raising event was held for members of the public to join from home to stand in solidarity with rough sleepers, in April 2020 following the first lockdown. Funds were also raised to support the work of the Foxton Centre, which saw its outreach work increase supporting rough sleepers during lockdown, raising £2,000.

Coming Up in 2021



Weight Management

PNECET will be the provider of the tier two weight management programme in Preston over the next two years, aiming to halt the continued rise in unhealthy weight prevalence in adults and reverse that trend.

The service will consist of an evidence-based, accessible tier two weight management service for adults aged 18 and over, supporting people with a Body Mass Index [BMI] between 30 and 39.9 to lose weight, maintain their weight loss, and improve their knowledge and skills.

As part of a multi-component service, PNECET staff will offer advice and motivation in relation to diet and behaviour change, promoting increased physical activity while forming an integral part of the NHS health checks care pathway and wider obesity pathways.

The Trust will link with its wider programmes, which promote physical activity in localities, according to local need; connecting with other provision in the community.

Overweight and obesity presents a major challenge to the current and future health of the local population. A higher BMI is associated with an increased risk of risk of morbidity and mortality and also contributes to increased social care costs.

An estimated 16 per cent of adults within the Preston City Council boundary are obese, with 59.8 per cent of those being overweight; equivalent to more than 84,000 people.

Rugby League World Cup

The Rugby League World Cup is being staged in England in 2021 and with the Wales national team set to use Preston as their training base, PNECET will continue working in collaboration with Preston City Council, the University of Central Lancashire and the Rugby Football League to build participation and interest in the sport among residents in the city.

Ryan Allen was appointed as the Trust's Rugby League Development Officer to support that aim in September 2020. Rugby League delivery has already been incorporated within some of the Trust's existing provision, including for primary school children on the Premier League Primary Stars programme.

Rugby league will be delivered across more programmes as they continue to reopen in line with national Coronavirus restrictions. Delivery of the sport will reach new and existing PNECET participants of all ages and backgrounds with the aim of creating grassroots teams as an exit route for interested participants enjoying rugby league through PNECET provision.

Delivery will also open up additional opportunities for existing participants to access a new sport and represent the Trust in regional competitions. As part of that process, the Trust will also aim to engage with a wider local audience and make more people aware of its services and goals to build a safer, stronger and more resilient community.

Our Partners



Want to give back to the local community?

Whether it's making a donation, sponsoring one of our programmes or providing us with new resources and equipment, we welcome support of all kinds from people of varying backgrounds, and businesses of all sizes.



Get Involved
 Email
community@pne.com
 or call 01772 693309
 to arrange
 an introduction
 meeting.



Financial Summary

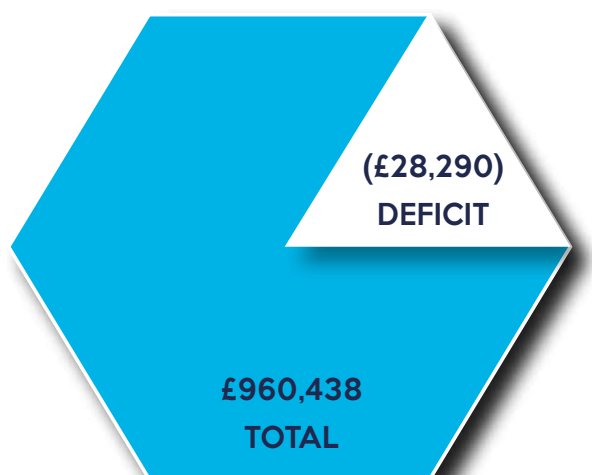
2019/20 INCOME

INCOME	2019/20	2018/19
Restricted	£730,121	£660,992
Unrestricted	£202,027	£136,351
TOTAL	£932,148	£797,343



2019/20 EXPENDITURE

EXPENDITURE	2019/20	2018/19
TOTAL	£960,438	£785,504
Surplus/(Deficit)	(£28,290)	£11,839



Financial History

	INCOME	EXPENDITURE	SURPLUS
2018/19	£797,343	£785,504	£11,839
2016/17	£767,400	£651,923	£115,477
2015/16	£435,438	£445,077	(£9,639)
2014/15	£285,164	£242,138	£43,026
2013/14	£200,616	£193,950	£6,066
2012/13	£130,760	£117,321	£13,439



83%

OF OUR NCS PARTICIPANTS SAID THEY WOULD NOW SEEK HELP IF THEY WERE EXPERIENCING POOR MENTAL HEALTH

108

VETERANS PARTICIPATED IN OUR PNE FORCES PROGRAMME

329

YOUNG PEOPLE PARTICIPATED IN OUR PL KICKS PROGRAMME

100%

OF PUPILS WHO TOOK PART IN TOGETHER AS ONE IMPROVED THEIR KNOWLEDGE OF RACISM AND DISCRIMINATION

TWO

STUDENTS FROM OUR SECONDARY SCHOOL PROVISION BECAME HEAD BOY AND SENIOR PREFECT AT THEIR SCHOOL

84%

OF PNECET SECONDARY SCHOOL PROVISION PARTICIPANTS' BEHAVIOUR HAS IMPROVED AS A RESULT OF ENGAGING IN THE PROGRAMME

PROVIDED
300

WELFARE CALLS TO PNECET STUDENTS DURING LOCKDOWN

31

FE STUDENTS EXPERIENCED A CULTURAL AND EDUCATIONAL WARM WEATHER TRIP TO BENFICA

DELIVERED
1,237

PE AND PSHE SESSIONS AS PART OF OUR PRIMARY SCHOOLS PROVISION

100%



OF SPORTING MEMORIES PARTICIPANTS FEEL HAPPIER AS A RESULT OF ENGAGING IN THE PROGRAMME

47

PARTICIPANTS FROM SEVEN NATIONALITIES TOOK PART IN OUR COMMUNITIES UNITED PROGRAMME



**Community
and
Education
Trust**
Registered Charity No. 130773

**Connecting people,
inspiring generations,
achieving goals.**

**Preston North End Football Club, Deepdale, Sir Tom Finney Way, Preston, PR1 6RU
www.pnafc.net/pnecet T: 01772 693309**



@pnecommunity



PNECET